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# COSTUME JEWELRY SHOP *on Instagram*

60 tips for promoting  
an online costume jewelry boutique

GLÖZZO

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# Introduction

Hello friends! Thank you for reading my book! In this book, I would like to look at Instagram sales specifically as an entrepreneur who has been selling costume jewelry and accessories since 2008.

The aim of the book is to show the variety of opportunities and tools for selling costume jewelry on Instagram, among which you will be able to learn and apply the most suitable and effective ones.

A large part of the book is devoted to promoting your shop. We will consider the specifics of promotion in different situations: when Instagram is the main sales channel, and when Instagram is only a part of the business.

Within the book, I do not give specific instructions on how to set up advertising. My aim is to guide you in finding effective promotion for your shop. So that you can further find the necessary information exactly for your specific task.

We will also look at the basic things that you need to know in order to successfully sell fashion jewelry.

I will tell you about the specifics of selling costume jewelry on Instagram. This information is not available anywhere on the Internet.

I will touch upon the issues of a content plan, design of publications, advertising and improving the reach of the posts - all the main secrets of increasing sales of costume jewelry on Instagram.

I wish you a pleasant reading experience!

## Fast ones succeed on Instagram

Many people want to sell costume jewelry online. Why is it a good idea to use Instagram?

Anyone can sign up for an Instagram account and post pictures and videos. If you have the skills to read this book, then you have enough skills to start an Instagram account.

Get started and sell. It's easy. And that's the big secret, already used by thousands of celebrity bloggers, thousands of entrepreneurs. They haven't thought or hesitated for years. Two actions - register an account, add content. And it's off and running.

Every day the competition is getting tougher. But so far, it's at such a negligible level that everyone has a chance. Don't waste your time, do it! And my book will help you.

The earlier you create your first post, the more likely you are to succeed

# Why is it profitable to sell costume jewelry on Instagram?

Selling jewelry on Instagram is a great opportunity for those who want to set up their business online.

Unlike creating an online store website, anyone can register their own Instagram account and fill it with the content.

Instagram is showing quite rapid growth right now. If we look at Google Trends statistics, we will see the growth of this social network by 30% year by year. And it's very cool. It is much more pleasant to develop while being on the ship that is gaining momentum. At the same time, you will receive new customers only due to the growth of the social network itself.

Jewelry is a product that is chosen with the eyes. On Instagram, visual content is put at the forefront. It helps selling and it helps sellers earn more significant amounts compared to other social networks.

According to my observations, a post on Instagram gets more accounts reach than in other social networks: more likes, more comments, more direct messages and more purchase requests.

At the moment, only TikTok can compete with Instagram Reels in reach. But even if a TikTok video gets more views, Instagram Reel gives more in sales!

Instagram will help you promote not only your products, but also build a personal brand. When selling on Instagram, it is important not only what you sell, but also who sells it. You need to show not only your product, but also represent the owner.

Instagram has a fairly plentiful number of advertising tools. These are both official advertising channels in the application itself or Facebook Ads, and unofficial methods that allow each invested dollar to pay back almost 7 times. I will tell you about it later in this book.

I think Instagram is an excellent choice that will allow you to successfully and effectively build a business selling jewelry and accessories.

## **Costume jewelry is in the top five products for sales on Instagram**

Accessories are literally common to be bought on Instagram. According to the results of numerous published research, accessories and jewelry consistently occupy the top positions of the sales rating.

Jewelry takes up little space. It's easy to start a business at home. You will need neither a separate room, nor expensive commercial equipment.

Accessories sphere is a market for small entrepreneurs. That is why it is so popular with users of the social network.



# How to sell costume jewelry on Instagram for \$10,000 monthly?

Let's figure out how much you can earn on costume jewelry by selling it on Instagram.

The economy of premium costume jewelry looks like this:

- the average purchase price is around \$ 8,
- the average sale price at a retail margin of 350% is \$ 28.

Thus, the profitability of one piece is about \$20.

One customer's order is always several pieces of jewelry, an average of 2.5 pieces of jewelry. Thus, if we multiply \$28 by 2.5, we will get an average purchase around \$70.

If you can make only one sale per day on Instagram, then sales will amount to about \$2,100 per month. If you reach 5 orders per day, then up to \$10,500 will come to your bank account every month.

In addition to the goods, you need traffic. Some unofficial advertising channels on Instagram give \$7 sales for every dollar invested in advertising. Nevertheless, let's be realistic. Without taking into account a deferred demand, the real cost of attracting Customers is about 25% of the total sales.

If we put 25% of sales on advertising, then with 5 sales per day, the income minus the purchase cost of jewelry and advertising will be around \$5,000.

# How much costume jewelry is needed to sell on Instagram?

To understand the volume of jewelry supplies for your store on Instagram, you need to start from the sales goal.

I suggest remembering the 1/3 rule or the 30% rule, which I talk about wherever possible: in my book and in many videos on my channel.

The essence is as follows. If you want to sell a certain amount of jewelry, then you need to buy 3 times more. In the presence of adequate traffic, approximately 30% of the stock of your jewelry store is sold per month.

I give examples:

- if you want to sell 100 pieces of jewelry per month, have 300 items in your stock,
- if you want to sell 10 pieces of jewelry per month, have 30 items in your stock.

Why does it work? Firstly, a customer in the jewelry market never buys from an empty showcase.

Secondly, the more diverse your range of jewelry, the higher the probability that the client will like something from the presented.

## How to double the sales with the same budget?

On Instagram there is an opportunity to cheat the 30% rule.

The classic online store has a strict catalog, products are divided into categories, a separate page is provided for each product. Therefore, in a regular online store for the monthly sale of one hundred pieces of jewelry, you must have strictly three hundred products in stock. And there's no getting away from it.

On Instagram, there is an opportunity to cheat a little. The content of your account is a continuous stream of photos and videos. You can create the illusion that you have much more jewelry than you actually have.

Just post different photos, new images with the same jewelry in a loop.

Let's say you have 50 pieces. Make 50 posts with jewelry in one form, then post videos from other angles, then show the goods on a model, then make collections of fashionable looks. Combine different formats: Photo and video Reels.

You can simply repeat the same posts that you had before. Firstly, new subscribers who have not seen the old publications will appear on your Instagram account. Secondly, old subscribers could have simply forgotten those photos and videos that were before.

Thus, by purchasing only 50 pieces of jewelry, you can easily create the impression that you have 100, 200, 300 or more styles. Thus, 30% of monthly sales can be considered from already not fifty but a hundred pieces. Thus, you double sales with the same inventory.

## How to name your store?

The name of your store and the login of your account play a role. People can often type your name with their hands. They can remember it. They may have some associations in their minds. Clients don't always subscribe right away. They may remember you later and think: "I wish I could find this store."

If the name is complicated, incomprehensible, then customers may have difficulty finding you.

Remember the simple rules:

People don't remember names well or distort them. Therefore, the name should be clear to the audience to whom you are going to sell. If you are selling in an English-speaking country, let the name be in clear English. If your Clients speak Spanish, then let the name match.

Login – always written in Latin. So, your name should just be written in English letters. Therefore, it is necessary to avoid complex transliterations.

Do not use redundant dots and underscores in the login.

### **Very good examples:**

- @glozzo, "Glozzo";
- @vivotrend, "Vivi Trend".

### **Unsuccessful examples:**

- @\_good\_.accessories\_ – multiple underscores;
- @feelfree\_.jewelry – terrible excess with dots and underscores.

# Two-factor authorization

Let's touch on the security of your Instagram account.

The main recommendation is to use two-factor authorization. Two-factor authorization should be used both for logging into your Instagram account and for logging into your bound email account.

Using this simple method will keep you safe from any problems related to losing access to your account.

Even if you don't have a very popular account, you shouldn't neglect this issue. There are plenty of fraudsters who hijack account access and change passwords so that you can no longer refer to your account.

It's even more frustrating if you already have an upscale jewelry store, and suddenly someone hacks it and steals it away. After all, the security issue is solved simply.

A strong password will be a plus. Do not use your birth date and simple words. Make your password 16 characters long, which you will memorize once. Do not let the sequence of characters in the password be logical. Usually, modern browsers themselves offer to generate a strong password and ensure that it is kept securely.

Do not neglect the simple security rules.

## Profile picture

Let's explore how to design a costume jewelry store profile on Instagram. We will start with the profile pic.

Use a logo as the avatar of the jewelry store. You shouldn't put your own photo in a jewelry store avatar.

The store logo in the profile should immediately make it clear what your store is all about. It will be very good if, in addition to the graphic element, there will be a textual name and a description of your store.

By the way, this means that the name shouldn't be too long, so it can be placed on the avatar in a readable font.

## Account name: what are you selling?

The account name is highlighted in bold when you view an Instagram profile. It's not enough to include your store name in the account title.

Use this field to explain what you're selling. In your profile name, it's helpful to list the jewelry items you sell and other keywords that people will use to find your store.

You can leave the name of your store out of your account name if it's already in your logo. Potential customers can type the words "costume jewelry," "jewelry," and "earrings" into a search. By including these words in your store name, you increase the chances that it's you who will be found.

If you want customers to easily find you by name, it's a good idea to supplement your profile name directly with the store name.

Examples of good descriptors are:

- GLOZZO JEWELRY;
- Stainless steel & gold-plated jewelry;
- JEWELRY AND GIFTS;
- Costume Jewelry | Accessories;
- JEWELRY & WATCHES.

## Business descriptor in the bio

Business descriptor answers the following questions.

- 1) What we sell? Your product or service.
- 2) To whom you sell? Your clients, their geo, interests.
- 3) How you sell? Delivery, offline store, etc.

When you get to the profiles of some jewelry «stores» on Instagram, it is not clear at all what kind of profile it is.

The logo shows a girl or, at best, a photo of jewelry from the Internet. There is only a name in the profile description. What is it: a store, personal account, spam or abandoned profile?

A descriptor is a condensed definition of your business, within one short and clear sentence. The descriptor should give an understanding of what, to whom and how you are selling.

An Instagram jewelry store descriptor should also include brief delivery information.

An effective descriptor model looks like this: «Luxury jewelry store, free shipping over US»

The descriptor is placed at the top of the profile description so that it is visible without tapping on the «more» link.



## Delivery terms and region

The problem of so many costume jewelry stores on Instagram is that the region in which the store is located is not specified.

If you design your profile image and descriptor well, but don't specify the region of delivery, more than half of the potential customers will refuse to buy.

You should put delivery terms in your profile as well as in every post. Most people won't write you a direct message to clarify this information, they will just exit your store.

People want to see and understand right away whether delivery is possible to their region, in what way, and, preferably, how much it will cost.

Let's look at examples of good informative delivery descriptions for a jewelry store:

- Free delivery in Miami. Delivery within the USA
- FREE delivery to the USA and Canada
- Delivery over US is \$5, from 3 items - free

## How can people contact you?

It is definitely necessary to include your contact information in profile description: how a potential customer can communicate with you.

If for some reason you don't want to make your phone number visible, then have a dedicated phone to indicate a number to call or write to you on WhatsApp.

If you want to receive only text messages, turn off the cellular service on your phone and operate your phone over wi-fi.

If you don't want to specify any contacts, then at least write the phrase: "Please, DM to purchase".

There should be a clear call to action, a simple explanation of how to get in touch with you.

The optimal solution includes:

- WhatsApp Business enabled,
- a mobile number to call,
- and an invitation to direct messages.

Give people a choice and write clear instructions on how to contact you for ordering.

## Direct messages

The worst thing your jewelry store can have is a comment like: «Write to WhatsApp, I don't read Direct».

Not using the native way of communicating on social media means killing sales at the root. Never do that if you want to use Instagram to its fullest potential.

Direct messages must be read by the shop owner or manager. Messages need to be responded to.

Do not forget to check new message requests.

## Products categories on Highlights

Use the «Highlight» section of your Instagram account to present your costume jewelry from different angles:

- by category (earrings, necklaces, bracelets, etc.);
- by style (bridal jewelry, vintage, baroque pearls, chains);
- by collections (Crystal Shik, Grande Stella, Vintage Fantasy);
- by materials (silver-plating, gold-plating, crystals, etc.).

«Highlight» is a great opportunity to showcase your entire assortment as a whole and systematize it in some way. There are no other tools to systematize your assortment on Instagram.

What categories can a customer buy? Earrings, rings, necklaces, bracelets, brooches.

When forming the initial assortment, primarily you should present all categories equally, and earrings and necklaces – twice as many as the others.

Demonstrate jewelry not only by category, but also by style and current trends: bridal jewelry, vintage, adjustable rings, chains, tiered necklaces, and others.

## Reviews on Highlights

Positive reviews are one of the main selling tools on Instagram. Ask for the feedback from your customers. Publish these reviews everywhere: in posts and in stories.

All received reviews must be placed on the Highlights, on the very first position. So, your potential customers will find out what pleasure they will experience if they buy products in your jewelry store.

Encourage reviews, provide discounts and gifts for customers who are willing to give you reviews with photos or videos.

One of the best ways to get feedback is to start selling on Instagram not by advertising and attracting a new cold audience, but by connecting with the existing one. These can be your loyal customers from another business or just your work colleagues, friends and acquaintances.

When you post reviews, it will generate additional trust of potential customers to your store. And new reviews will start to accumulate like a snowball.

## Information in the pinned posts

Instagram posts allows you to pin several posts to display at the very beginning of your account.

Soon after starting a business on Instagram, you will realize that customer questions are often repeated. It would be great to centrally present and systematize the most demanded information for customers. This is more convenient for both customers and the seller. But standard Instagram tools do not provide such an opportunity.

For these purposes, I highly recommend using a pinned post with answers to frequently asked questions.

In the pinned post, you can beautifully and systematically place all the information for your customers: both in text and in graphic form. There is mandatory information required for distance trading. Be sure to mention the basic information about the work of your store:

- delivery (methods, cost and delivery time),
- payment (payment methods, payment upon receipt),
- return conditions,
- frequent questions about products (materials, brands, quality).

The availability of systematized information will immediately highlight the professionalism of your jewelry store against the background of competitors.

## **Presentation of the store in a pinned post**

Create and promote Reel that shows your jewelry in full glory. Ideally, if you manage to creatively approach the creation of such a video so that it gains views organically.

Many people use pinned posts to submit their most popular videos. But the number of views, likes and saves is not the number of sales. Selling and entertainment as buyers and viewers are not the same thing.

In a pinned post, you need a Reel video for your customers, not viewers. It should be a video with a commercial basis, demonstrating the best characteristics of your jewelry, both technical (composition, coating durability, warranty) and visual.

## Reviews in the pinned post

You should also repost reviews in the pinned posts. You can automatically create Reel from up-to-date reviews. You can manually make a carousel of photos.

I have repeatedly noticed that posting reviews in one form or another instantly stimulates the activity of buyers - requests to DM, subject questions and orders grow by a multiple.



# What kind of costume jewelry is sold on Instagram

Instagram is a “big village” in a good sense. Potential customers want the jewelry that celebrities wear. Users remember and recognize jewelry that often flashes before their eyes.

In previous times, only TV programs had an impact on customers: accessories on the leading popular programs, celebrities. Fashion magazines, individual bloggers and stylists decentralized people's opinions about fashion.

Now the same thing is happening centrally on Instagram.

Instagram creates a kind of collective image of jewelry that should be considered fashionable and beautiful for our potential customers.

It is such jewelry that should be in stock of every seller.

Special emphasis should be placed on the quality of products.

At a retail price of \$20 - \$50 you can sell only high-quality jewelry. And the quality needs to be approached quite meticulously. It is better to choose jewelry with a gold or silver plating. There should be no bubbles on the metal, darkening, scuffs and so on. Jewelry should keep its original appearance for a long time.

The quality is not to be trifled with. Instagram is a public platform. You are always in front of the eyes of a large audience. Negative quality reviews from a popular blogger can negate a lot of your efforts.

## How to find trendy costume jewelry?

It is very important for the Instagram store to choose exactly the trending jewelry. These are the kind of jewelry that your customers consider beautiful, interesting, fashionable, trendy.

It is important to look at the situation from the perspective of customers, not your own.

How to understand which styles of accessories are interesting to your client audience? You need to study what your subscribers and, first of all, customers see when they scroll Instagram.

Open your clients' accounts. Go to the Subscriptions section of each profile. Create a list of celebrity accounts and popular hashtags that your customers subscribe to.

Now choose the most popular ones and subscribe to the same celebrities, bloggers and hashtags. See who they are subscribed to and subscribe to the same accounts.

Now you will see the world through the eyes of your customers. You will have an intuitive impression of which jewelry is interesting to your purchasers.

## How to price costume jewelry on Instagram

Fashionable and high-quality jewelry is in demand on Instagram. It is such products that belong to the segment of premium costume jewelry.

The wholesale price of products in the premium segment is about \$4 - \$12. The average retail price is from \$25 to \$100. Most often \$30 - \$40.

The retail markup is around 350%.

To set the retail price just multiply your wholesale price by 3 - 5.

This price will cover the advertisement, stylish packaging, your work on finding a perfect quality assortment and your first class service.

## Why can't you sell cheap jewelry on Instagram?

In no case can you sell cheap jewelry on Instagram. Otherwise, you can simply not recoup the advertising.

A novice entrepreneur may be under the delusion that low prices, other things being equal, will give much more customers. But his expectations are not justified, because the demand in the jewelry market is inelastic. This means that a significant reduction in the price of jewelry does not lead to a significant increase in sales.

When I see some aspiring entrepreneurs start selling cheap junk jewelry from Chinese websites on Instagram for 6 - 10 dollars, I understand that this entrepreneur will not go far and the store is not likely to live long.

Small entrepreneurs when working with cheap jewelry will not be able to beat money invested in advertising and fixed costs.

They just don't see all the possible costs. And marginality reserve is not enough to painlessly survive even a minor miscalculation.

Cheap jewelry is always not of the best quality. Some entrepreneurs expect that customers will turn a blind eye to quality problems, since they buy cheap.

But this is a mistake. Customers' quality expectations do not decrease with a decrease in price. And sometimes it even increases.

To make your customers happy with their purchases, sell premium costume jewelry of the highest quality.

# Why is expensive costume jewelry sold better on Instagram?

Have you noticed that the most enthusiastic comments, likes, price requests and common liveliness are in those costume jewelry stores that sell expensive products?

It would seem that with high prices, demand should fall.

But the point is different. When you sell jewelry of the premium segment, you have enough profit to create an account, invest in advertising and attract customers. When selling cheap accessories, there is no such resource.

The seller of elite jewelry has the opportunity to attract traffic: bloggers, in-app advertising, advertising via Facebook Ads. Investments in advertising pay off when selling elite jewelry.

Clients need to present high-quality content: clear and juicy photos with good lighting. To do this, you need a smartphone with a good camera, the photographer's time and your personal time. And again, we come to the conclusion that such investments need to be recouped. And you can recoup them by selling in the middle and high price segment.

Therefore, it is those who work with jewelry of the middle and high segment who succeed. The higher the trade margin you work with, the more opportunity you have to make the store account delicious and more attractive to customers.

The appearance of expensive goods in the store increases the rate of profit. Investments in high-quality content and advertising are made. As a result, the store's sales and profits are growing.

Therefore, focus on that costume jewelry, the profitability of which allows you to make a quality product.

Such products are sold in bulk in our store "Glozzo". We have done a lot of work to create a sought-after, high-quality and profitable assortment. And now we are sharing these developments with our wholesale customers!

# Publicity

In addition to posting jewelry, entertainment and informational content in the store, it is important to tell the audience about yourself.

On Instagram, it is important not only what is being sold, but also who is selling it.

Customers are interested to know who the owner of the store is, whose soul is invested in a wonderful assortment, gorgeous photos and detailed descriptions.

It's much more interesting to follow you if you don't just lay out the goods, but also allow a little peek into your soul. Perhaps even into your private life.

The more subtle, interesting and warm you do this towards your customers, the more interest and coverage your store will receive on Instagram.

If you just post a continuous stream of jewelry, then your posts will quickly turn into a routine even for a fan of your jewelry. What can we say about ordinary subscribers

With such a routine approach, if at a particular moment the subscriber is not in the mood to buy something, then his hand will involuntarily reach out to unsubscribe from you.

Add variety to your store's feed. Dilute the goods with personal posts. Tell us about yourself, show your life, share something intimate, share warmth with your customers.

When you are recognized, you will become for subscribers the person with whom it is pleasant to interact on a personal level. Even if the subscriber does not have the desire to buy something at a particular moment, he will stay with you because you are nice.

This will serve you well, no matter how pragmatic it may sound, as a tool to increase the reach, loyalty and engagement of your subscribers and potential customers.

# Content plan of the costume jewelry store

What does the effective content of the jewelry store look like on Instagram?

I often talk about how to buy jewelry that sells well. At the same time, it is good to combine an emotional and rational approach.

In a similar way, the store's high-quality content is built on Instagram. Combine rationality and emotionality.

What do I mean by rationality? You should have a clear content plan, scheduled by day. There should be different types of posts. These are posts with products, information about your store, interesting facts about jewelry, history, and others. In the following chapters, I will tell you more about all types of jewelry store posts.

All these posts need to be planned. That is, you should rationally have all the posts scheduled for several months in advance.

It is necessary to combine a rational approach with the emotional one. What is an emotional approach to a content plan?

Let's say you have a clear publication schedule. At some point, a muse came to you and you decided to record an awesome Reels video. You saw something, wanted to share something, received a new pleasant review. You feel that if you immediately add this post to the feed, then sales efficiency and audience engagement will increase.

And you make this post ignoring the schedule. This way your feed is filled with lively emotions. Customers will appreciate it.

There are distortions when either only a rational approach is used, or only an emotional one.

When only a rational approach is used, the account looks inanimate. Yes, a perfect checkerboard of posts, but there is no life in it. Reading posts becomes routine.

When only emotional posts are used, the account looks like a dump. In one day, three posts are made at once, then silence for a week, then ten posts per day, and then silence again. And that doesn't work either. No one wants to read several of your new posts at once.

Customers want to read you regularly, with a slight alternation of the predictable and unpredictable in your feed.

To form a cool content plan, as a foundation, make a rational content plan that is clearly scheduled by day.

In moments of inspiration, dilute the rational content plan with emotional stuffing. This will be the optimal combination that will make an interesting and attractive Instagram account.



## Delayed posting on Instagram

To support regular posting of pre-planned posts, you can use scheduled posting services.

The most convenient option is to use the official Meta Business Suite and Creators Studio tools. I do not recommend working with external services, as personal data may leak through them. And Instagram itself sometimes punishes the account owner for using unconventional means.

The procedure is simple. You create an Instagram Facebook business page and link it to your Instagram account. Through Meta Business Suite, you register posts for weeks ahead. The date and time of publication is indicated for each post. After that, your posts will automatically appear in your account.

The optimal frequency of posting is two to three times a week. At the initial stage, you can post more posts so that there is no feeling of an empty account.

When your store accumulates a lot of subscribers, it will be possible to publish posts less often.

# Types of posts for jewelry trading on Instagram

Let's look at what are the mandatory types of posts for the Instagram account of the jewelry store.

Refer to this chapter when you have a question about what to write about in your jewelry store on Instagram.

The main types of posts for your store on Instagram:

- products (product presentation with price and description),
- collections of products (hits, a certain style, new items of the day),
- fashionable looks,
- promotions (periodically hold sales),
- contests (with prizes from the store),
- information (about products and orders in your store),
- customer reviews,
- news and achievements,
- personal posts,
- surveys, liketimes, subscriber exchange,
- your customers.

A variety of posts will allow you to demonstrate your jewelry, the store and yourself from different sides, making a complex positive impression on customers.

At the time of writing this book, the optimal publication format are Reels. Videos, other things being equal, gain more views than ordinary photos. Nevertheless, it is worth using all the publication formats available on Instagram, since different formats can cover different groups of audiences.

## Publication of goods

The main type of posts of the jewelry store on Instagram are goods. Moreover, the content with the goods should be not only photos, but also videos.

Photos and videos of the product should be attractive, unique, bright, juicy, clear, bright and beautiful. The textual component of the post is also important.

What information about the product must be written? Price, description, dimensions and detailed specifications.

Specify the price immediately. You risk losing the lion's share of potential customers who do not want to specify the price in the comments and DM.

It is good to make not only a technical, but also a "human" description of the product. In which you will share with customers your experience and view of the accessories.

Tell the customers who the jewelry is suitable for, what type of face (if we are talking about earrings), where it will look appropriate, what celebrities were seen in such jewelry.

In Reel or photo carousel, show photos of celebrities in the same or similar jewelry. It always works very well. It's great to start a text about a product with a title like: "Earrings like Beyonce has" or "What jewelry Jennifer Lopez likes".

In the text under the video or photo, duplicate the terms of delivery and payment, as well as the guarantees.

Often potential customers do not go to your profile, but see only one of your posts in the feed. Therefore, be sure to publish with entire collections of products or kits. This will increase the average receipt and the attractiveness of the products.

# Instagram Shopping

To create a systematized catalog, use Instagram Shopping. This function allows you to present the assortment of your store in the usual way: product categories, photos, prices.

After adding products to the catalog, you will be able to mark products in your publications, simplifying the purchase process and increasing conversion to orders.

Recommendation for advanced users. If you already have your own separate online store on one of the popular e-commerce platforms, then you will probably have the opportunity to upload your catalog feed in the Facebook catalog format.

Facebook Instagram account allows you to set up regular synchronization of the catalog of your online store and the Instagram store.

# Sale

The jewelry store should have posts with promotions and sales. They work great, captivate and interest the audience.

When conducting any contests and sales, take into account the key requirements for the special offer.

The ideal promotion should contain three points:

- Offer
- Deadline
- Call to action (CTA)

An offer is any benefit that is interesting to a potential client. For example, some kind of bonus, gift or discount. It is important that the offer resonates with your audience. Examples of offers: "20% discount", "When buying two accessories, the third one is a gift".

The deadline should explain to the person why it is necessary to act right now. This may be a time limit, a quantity of goods, an offer only for the first N people, and so on. Examples of restrictions: "Only until December 25", "Only for the first three customers".

The CTA is a clear instruction on what actions the client must take to receive your offer. The action should be as simple and unambiguous as possible.

Example of a call to action: "To participate, like and share a comment to this post, subscribe to the account."

## Info posts

Informational posts will help to answer in detail the frequent questions of your subscribers and customers.

Tell customers about natural stones and their properties.

Tell them that gold-plated stainless steel jewelry doesn't tarnish and is waterproof.

Show the packaging in which the jewelry is delivered. Publish posts-presentations of collections and brands.

Be sure to create information posts about delivery, payment, return conditions and guarantees, attach certificates and certifications.

You can make an informational post in the form of answers to questions. This will allow you to engage your audience. State the most frequent questions in the text of the post, and in the comments invite your clients to ask additional questions. In the future, it will be possible to refer to this post when communicating with customers.

Play boring information in the form of funny Reels videos. This way you will get additional Clients and deliver the content more efficiently.

## Personal posts

There must be posts of a personal nature. They will help you get closer to your audience and start forming a personal brand.

I offer you leading questions that will help you create interesting posts of a personal nature. A separate post can be made on each of these issues. And together they form the human history of your store.

- What did you do before starting a business?
- Why did you want to change something?
- How did you come to the idea of your business?
- Why did you choose this type of activity?
- How did others (family, acquaintances) react to your idea?
- What were the fears /doubts?
- What was the result?
- Are you satisfied with this result?
- Where and to whom do you sell jewelry (the main sales channel)?
- Do you like your business?
- What are your goals and desires now?
- What were the difficulties on the way, and how did you manage to overcome them?
- How does your store work from the inside?
- How do you think you need to work with clients?
- How do you solve customer problems?
- What is the high mission of your store?

A personal brand will allow you to strengthen and insulate the connection with your audience.

## Talk about customers

Make posts that focus on your specific customers.

Among your customers and subscribers, there are definitely those who like to be in the spotlight. Encourage your active customers by giving them attention.

The simplest example is to post reviews in the feed and stories with the client's permission.

A more advanced way is a post dedicated to your client, who himself actively and openly maintains his Instagram. With the client's permission, tell us about him: what he does, how he lives, what he loves. In such a post, pay no more than 10% of the customer's love for your jewelry.

Thus, a lively and interesting review with a complex effect is obtained. Firstly, such a bright case encourages your subscribers to buy more. Secondly, the case will attract the attention of subscribers of the client about whom the post was made. Thirdly, the client himself will be flattered by your attention.



## Ways to involve subscribers

To increase the reach of your publications and simply enjoy the interest of your audience on Instagram, you need to involve subscribers in discussing issues, encourage them to write comments and put more likes, make more calls to the direct and reposts.

The pragmatic reason is of a technical nature. The higher the engagement of subscribers is, the more often your posts will be seen by subscribers and new users when viewing "Interesting".

High customer engagement enhances your influence and personal brand. The Instagram of the store with high engagement will sell better.

Let's look at some examples of basic ways that will help you increase the reach and engagement of the audience when interacting with you.

Always ask questions. Finish any of your posts with a question. "Do you like it? And have you ever had such a thing?". There should be some question at the end of your post that prompts further discussion.

It is a mistake to ask too deep, personal questions. Also, do not ask difficult questions. It is best to ask questions that can be answered simply with "yes" or "no", choose one of the suggested answers, or even just put a smile or "plus".

A good interactive option: you publish a post with two accessories and ask: "Which one do you like most: 1 or 2?"

Make like-times, becoming the center of attraction for a large number of people. Give people the opportunity to take advantage of your popularity, customers will appreciate it.

Conduct contests in which the condition for participation is a subscription to your account and a mark in the comments of 1-2 friends. Your jewelry can be used as a prize.

These are examples of the simplest and most effective techniques to increase the activity and engagement of your subscribers.

# Stories

The most important rule is that stories must always work.

If you want to sell, then your stories are always filled, constantly replenished, several times a day.

Announcements of your new posts, new reviews, new jewelry, just any jewelry. It's not so important what you post in stories. The main thing is that stories should never be empty.

If you are recording a video, then be sure to accompany it with text or full subtitles, because so many people watch stories without sound.

There are services for creating interesting collages and animations for stories from a set of photos. Many of them support sufficient functionality for free to create full-fledged and exciting stories.

My favorite one is Canva - the most powerful and simple tool to make perfect visual content for stories.

If you run out of ideas, just repost the old stories. Permanent placement of stories will increase the coverage of your store on Instagram and set you apart from competitors who work with their account irregularly.

# Photos

Visual content is the main element on Instagram. This is what the social network was created for, in principle. No, not for the sake of jewelry stores, not for the sake of long posts (although they are most popular now), namely for publishing photos and videos.

High-quality photos are one of the main tasks when creating a jewelry store on Instagram. I will tell you about several techniques that will allow you to take the attractiveness of photos to a new level.

Yes, today photos have lost their former importance, which was before the appearance of Reels. Nevertheless, static images remain relevant for the store's account.

Subscribe to the top foreign jewelry stores. To do this, enter "jewelry" in the search. You will immediately notice that many popular foreign stores in terms of professionalism of photography are head and shoulders above ours. Look at the composition, the play of colors and light. Try to repeat exactly the successful decisions of your Western colleagues. This will qualitatively shape your taste and your own demands for visual content. That will be the foundation for further improvement of your photos.

To create your own attractive photos, you will need a good camera. You can use a separate camera. But it is most convenient to buy an expensive smartphone. It is not necessary to buy the latest models. You can also save money by buying a used phone.

Learn the technique of object shooting jewelry. Reels has many examples of cool solutions from professional photographers.

If you are not ready to create your own photos yet, then you can use the supplier's photo. At "Glozzo", we allow wholesale customers to use our professional photos. We also have high-quality subject photos and sets from model photo shoots.

## Reels

Video Reels are currently the main driving force of organic sales on Instagram. Successful videos gain many times more views than Stories and static posts.

Publish at least two or three videos a week. If the video soared, then you can pause longer before publishing the next content.

It happens that the video works badly. In this case, it is advisable to release a new post as soon as possible, the next day or in one day.

I noticed that in addition to the quality of the video itself, its reach is affected, and usually negatively, by the use of certain words in the text under the video or on the video itself.

From the point of view of the costume jewelry store, it is not recommended to use the words "Discount", "Sale" and their close synonyms in the Reel.

They can be replaced with the terms: "economy", "special conditions", etc. This will require a creative approach.

# Hashtags

Hashtags – will let you increase the reach of your Instagram posts. New customers will find you using hashtags. Instagram itself will offer your posts in "Current" based on the text of hashtags.

First you need to understand which hashtags are the most interesting to your customers and subscribers.

Open the profiles of your customers and subscribers. Go to the Subscriptions section of each profile. Create a list of hashtags that your customers subscribe to. Based on this list, you will be able to choose more detailed hashtags for your publications.

You don't need to use the same hashtags for all posts. Hashtags should be rotated, made appropriate in meaning. Instagram may impose sanctions for spam hashtags and intentionally reduce coverage.

## Repeating posts in a circle

Sooner or later, any owner of the accessories store on Instagram faces a situation that he has nothing to write about. The content plan made for several months has ended, but inspiration does not come in any way.

In such a situation, just start publishing your old posts in a circle.

Firstly, a lot of people have not seen your past publications, despite the fact that they have been subscribed to you for a long time. It happens that the smart Instagram feed just didn't show your post to many subscribers.

Secondly, those who have even seen your post have already forgotten about it.

Thirdly, over time, you get new subscribers. Not every subscriber of yours goes to the store's profile. Therefore, for new subscribers, you even need to periodically publish old records.

It is clear that any overuse can spoil the brightest idea. If you repeat the posts moderately, it will increase the efficiency of your account.

Another good technique is photos and videos of different combinations of jewelry. In fact, you publish the same products, but in different sets. Jewelry sets diversify the feed. And the presence of several products in the photo will help to increase the average receipt.

# Ways to advertise costume jewelry on Instagram

When the owner of a jewelry store on Instagram comes up with a question about advertising, there are several options for the development of the path.

The first way is official advertising. On Instagram, you can advertise officially through the app itself. There is a "Boost post" button for this. And you will be able to create an advertisement with just a few actions. How effective – we will understand further, but this opportunity is there.

Instagram has an opportunity to advertise your store through the Facebook advertising cabinet with extensive customization options for professionals.

Advantages of official advertising: Facebook and Instagram themselves support it and do not come into conflict of interests with the social network itself. This is a manageable way – it is possible to plan a budget, to understand a clear result over time.

The result of official advertising is not always satisfactory. A qualitative result is obtained over time. Through constant work and testing.

Unofficial advertising includes advertising from bloggers, mutual PR and others. The advantages of such advertising are the possibility of a higher payback. There are enough examples when advertising jewelry from a blogger brought seven dollars of income for every dollar invested in advertising. Invested \$1,000 in advertising, received \$7,000 in sales.

Advertising from some bloggers allows you to get subscribers cheaply. There are examples of getting a lot of interested subscribers for 5 cents each. For example, a blogger's advertisement cost \$1,000 and brought 20,000 new subscribers to the store. Such efficiency is difficult to achieve in official advertising.

The disadvantage of advertising for bloggers is unpredictability. It is necessary to sort through several bloggers to find those whose advertising gives results.

On the website of the store "Glozzo" there is a table with the cost of advertising from many Instagram bloggers. The same table shows the reviews of real advertisers with quantitative results. The table was compiled by us based on data from open sources. Write to our managers at

office@glozzo.store or DM me [@alex\\_bondar\\_07](#), and we will send you this table for free.

Another good way to advertise when you don't have an initial budget is to work with your base.

Use the opportunities to work with the existing audience:

- your own acquaintances, friends, colleagues;
- customer base from your other related business.

These are the main ways to advertise your jewelry store on Instagram. Next, I will talk about each method in more detail.



## **“Boost post” in the app**

You can easily get started with the official advertising on the Instagram app. Just click on the "Boost post" button under your post. This is not always the most effective way. But it often works well.

As a rule, the simpler the ad setup, the more expensive the result is. It turns out to be quite expensive to attract subscribers “head on”.

When advertising in this standard way, the application will offer you to target the audience of interest: age, regions, interests.

The problem is that the interests you have indicated are combined according to the "or" principle. For example, you will specify the interests of "Jewelry" and "Online Shopping". And you will expect that the targeted traffic of people who like to buy jewelry on the Internet will go.

But it was not there. In our example, advertising will be shown to everyone who is associated with accessories: buys, sells, makes with their own hands, and so on. And also, to everyone who makes purchases on the Internet of various goods: jewelry, cars, refrigerators, pipe fittings. Such an audience turns out to be too wide and not targeted in any way.

Now you understand how blurry targeting in advertising through the application turns out to be. Therefore, there are more effective opportunities.

# Advertising in Facebook Ads

You can avoid the problem described in the previous paragraph if you advertise not through the application, but through the Facebook Ads advertising cabinet.

You need to:

- Register on Facebook,
- Create a company page,
- Change the status of the store's Instagram account to "Business",
- Link the company's page to the store's Instagram account.

Start Facebook Ads on behalf of the company for which the Facebook page was created. Facebook Ads now allows you to create ads for your Instagram through Facebook Ads, which has more powerful customization options. You need to create an advertising audience for which you will promote your publications. In Facebook Ads, you can create audiences only for those people who have several required interests at the same time.

For example, you can set up ads for an audience that is simultaneously interested in jewelry, likes to shop online and consists of married women with children. By the way, this is a hint from one of the successful targeting sites for advertising jewelry on Instagram.

The Internet is full of guides on how to perform all the actions that I described above. If you want to triple the effectiveness of your Instagram ads, you will have to cope with it. Alternatively, you can contact professionals to set up such advertising.

Facebook Instagram account allows you to attract visitors to your website or receive direct requests from potential customers in Instagram itself. For example, after clicking on your advertisement, the client will open a correspondence with you in DM, and the advertisement will be shown to those people who, according to the system, are most likely to write a message.

# Advertising your offline or online store on Instagram

Often, the jewelry store on Instagram is not just an independent unit, but an additional sales channel for the offline store or the online store.

In this case, it is very effective to advertise Instagram among those customers who have already made purchases in your offline store or visited the website of an online store.

Provide an opportunity to collect customer contacts in your store. In online commerce, the collection of contacts occurs by itself when placing an order, because it is necessary for delivery and sending notifications.

In offline trading, you need to make an effort to get contacts. The rule of good form is feedback from customers: the seller should be interested in what attitude the customer has to the purchase after a while. Use this occasion to ask for customer contacts in an offline jewelry store.

Customer contacts are used not only for mass mailings. With phone and email uploads, you can launch targeted advertising on social networks and Yandex, which will be shown only to your customers or a similar audience. Such advertising is configured in the Facebook Ads dashboard.

Promotion for existing customers will help attract repeat sales. And advertising for similar audiences will form a high-quality flow of new customers, similar in their parameters to your existing customers.

## The cost of advertising agencies' services

I talked about how you can effectively advertise your jewelry store on Instagram using the Facebook Ads advertising cabinet. For a beginner, this is quite difficult, there are a lot of technical questions.

The first option is to watch articles and videos of professionals on setting up targeted advertising for Instagram in Facebook Ads, which are presented in abundance on the Internet.

A faster way will require additional costs. You can apply for the services of an advertising agency or a private specialist. You need to be prepared that the cost of advertising agency services, as a rule, is at least \$500 a month. A private freelancer can do the setup a little cheaper.

The main thing is to focus not only on the price, but also on reviews about the performer.

Even from a good advertising agency, you should not expect miracles. Specialists are able to work in an advertising office, set up advertising, possess the necessary technical and analytical skills.

But it is the responsibility of the customer to give the technical task. The better you understand your target audience, age characteristics, interests, geography, the more detailed task you will be able to set up.

You should be prepared for the fact that advertising on Instagram is a constant experiment for which you will pay monthly. Over time, you will definitely find the right advertising settings that will bring the desired effect. Agree in advance with the performer how long you are ready to wait for a high-quality result.

## **“Mass liking” and “Mass following”**

Be suspicious of outdated promotion methods. Such as "Bulk liking", "Mass looking", "Mass following" and any other methods with the prefix "Mass", "Auto" or "Bulk". All of them consist in the fact that with the help of services you automatically perform mass actions and attract the attention of the audience.

How does bulk liking work? In fact, you provide access to your account to some automated service that starts liking people on your behalf. The search for people is configured by hashtags, geography, hobbies, and so on.

You like a lot of people. They see your likes and subscribe to them and like (subscribe) in response. It used to work. In 2014-2015, many successfully recruited subscribers with such techniques.

Time passed. Instagram realized that it doesn't like all this and similar services are being blocked now. Accounts that resort to such cheat services are blocked in a blink of an eye. And this is a big danger for the store. Especially if you have been advancing for some time and you have accumulated some subscriber base, there are sales.

If you suddenly decide to use the mass following service, then be prepared for the fact that you risk losing your account. Instagram very quickly determines that you have provided your access to such a service.

You get a very direct and clear warning that Instagram has noticed that you have transferred your username and password to a third party or an automatic cheat service. And if you want everything to be in order, change the password and don't do it again.

If you continue to use these services, your account may be blocked. And it will be very difficult to unlock it.

Agree, if you already have an existing store, then this is a big hassle.

Conclusion: do not resort to using mass following, mass liking and other services where you see the word "mass" and "automation".

Everything related to the automation of promotion, with mass likes and followings is a danger to your Instagram. At the moment, these methods no longer work.

# GiveAway

What is Giveaway? Some big blogger or famous personality with a large subscriber base announces a contest with valuable prizes. The condition for participation in the contest is a subscription to the accounts of all sponsors of the draw. Giveaway usually has a lot of sponsors, including you.

By participating in Giveaway, you can quickly get a lot of cold subscribers who are not interested in your store. It is important to understand that participation in giveaways is necessary solely to cheat the number in the column of the number of subscribers.

Cheating real, but not interested subscribers is justified if it is important for you to insert links to the site in the story. This feature is only open to accounts with more than ten thousand subscribers. To quickly fulfill this requirement for the number of subscribers, it makes sense to resort to Giveaway.

This will be very useful for online stores that attract traffic from Instagram.

If your Instagram is the main independent sales channel, then you should not use giveaways, since the risks exceed the potential benefits.

It is a great success to find a good Giveaway that is qualitatively organized. If everything works out, you really get a lot of subscribers instantly.

At the beginning of the Giveaway, the organizers inform the guaranteed number of subscribers for sponsors. It happens that this promise is not fulfilled and you just throw money down the pipe.

The main problem is that the subscribers who have come are not interested in you. They are interested in getting a freebie and winning a prize.

As soon as the contest ends, half of the subscribers quickly leave. For Instagram, this is a signal to reduce the coverage of the sponsor's account. Instagram thinks that the content of the account has ceased to be interesting and that is why people are massively unsubscribing.

# Instagram bloggers for a costume jewelry store

At the moment, the most profitable way to advertise a jewelry store on Instagram is advertising from bloggers.

In my opinion, this is the only effective way to recruit a mass of interested subscribers for an Instagram store that does not have a separate website or offline representation.

The main difficulty is to find effective bloggers.

If you managed to find bloggers and successfully advertise, then you get a sufficiently interested audience ready to buy.

On the day of advertising from blogger you can actually get dozens of orders. The order depends on the scale of the blogger, the quality of the task and the work of the blogger himself.

The achievable profitability of such advertising is seven dollars of sales for every dollar invested. The minimum interesting payback threshold is \$3 sales per \$1 blogger's fee.

Finding the right blogger is a job. You need to have a budget reserve for experiments and search for the very bloggers who will give you the most effective and high-quality result.



# The cost of advertising from Instagram bloggers

Let's figure out how much it will cost to advertise a jewelry store from bloggers on Instagram.

There are a great variety of bloggers on Instagram. There are small ones who are ready to work by barter or for a small payment of \$10 - \$15.

There are bloggers who have already collected a huge database, and they can charge twenty to fifty thousand for their advertising.

Well-known bloggers with coverage of millions are worth thousands US dollars.

The price spread is huge. The main thing is to pay off investments in advertising proportionately. If we invest one hundred dollars, we receive seven hundred dollars in sales. Invest one thousand – receive seven thousand.

On the "Glozzo" website, especially for our wholesale and potential customers, we have made a table from open sources with the cost of advertising from some top and not only Instagram bloggers. In the table you will find reviews from real advertisers about how many subscribers they received, for what money, how many sales there were and with which blogger.

Write to us at [office@glozzo.store](mailto:office@glozzo.store) or DM me [@alex\\_bondar\\_07](https://www.instagram.com/alex_bondar_07), and we will send you this table for free.

# How to find a blogger for advertising

How do I find a blogger to advertise my jewelry store? There are several ways to do this.

The most straight-forward way is to enter the word "blogger" in the Instagram search. This is an inefficient way. It will be difficult for you to systematically analyze the result. After all, there is no data on the effectiveness and reach of the bloggers found. Or maybe there are only bots in the blogger's account at all?

There are blogger search services. These are intermediary exchanges where bloggers and advertisers find each other. Such services provide quite extensive statistics, they help to weed out bots and cheating, and collect more or less objective statistics about the reach of a particular blogger. The method is working, you can use it. But there are other options.

With the help of intermediaries for a moderate surcharge, you can give a fairly effective advertisement of your store on Instagram.

A good intermediary takes over the routine of working with a blogger. This is very good, sometimes you can pay for it. But only if the intermediary is ready to work efficiently.

You should not react to any advertising offers that fall to you in the form of spam in DM. Fraud in this area is flourishing. You risk losing money if you are not careful.

Use our table with prices and reviews of Instagram bloggers. Write to us at [office@glozzo.store](mailto:office@glozzo.store) or DM me [@alex\\_bondar\\_07](https://www.instagram.com/alex_bondar_07), and we will send you this table for free.

## The subtleties of working with an Instagram blogger

If you want to promote your jewelry store on Instagram through a blogger, then you have two ways: to work through an intermediary or directly.

You can contact an intermediary or a manager who orders advertising from bloggers. I told you how to do it in the previous chapter.

You pay about 20% extra to the intermediary for helping to coordinate with the blogger all the routine issues necessary for effective advertising. This raises the question of the quality of the intermediary's work. How ready he is to be a good performer.

Many bloggers have their own managers who help coordinate the nuances of advertising, conclude a contract.

Whichever way you choose, you need to give a clear technical task for the blogger. It should be a clear scenario: what exactly do you want to hear from a blogger about your products and the benefits of your store.

The most popular and effective advertising now is in stories. Usually, three stories of 15 seconds are allocated to the advertiser. It turns out a maximum of 45 seconds. A blogger should present your jewelry succinctly and attractively in the eyes of potential customers.

It is important to emphasize that the blogger participated in the story personally. Because many bloggers tend to attract their relatives, friends and acquaintances to advertising.

It is important that the blogger demonstrates jewelry on himself, this is the key point. And this should be said five hundred times and written to the blogger.

Ideally, sign a contract with a blogger, but not all of them are ready for this yet. Some bloggers and advertisers simply do not have an official registration in the form of an individual entrepreneur.

The most important thing is that if there are any points that you want to draw the blogger's attention to, you need to repeat it many times. In advance, then again and directly on the day of publication.

Even if everything is spelled out in the contract, repeat it many times orally and in writing. Do not expect punctuality from bloggers. It's a big job to get the blogger to fulfill exactly the task that you set for him.

You should not expect accuracy from an intermediary either. If you contact an intermediary, then you need to do the same thing: repeat everything several times.

Remember that a blogger will not come up with an advertisement for you. The more detailed and better the terms of reference, the better the result will be in the end.

## Respond to comments

I have repeatedly met beautiful jewelry stores on Instagram with a high-quality content plan, whose owners do not respond to comments. This causes a culture shock.

It is necessary to encourage and thank your potential customers for any feedback they give you, in particular, for comments.

There are comments that at first glance do not require an answer. For example: "Wow, what cool earrings!". There is no question, but you definitely need to answer. It can be like this: "Thank you very much for your comment, I am very pleased." At least just put an emoji.

If you get a detailed comment describing feelings, then it's not enough to limit yourself to a short answer. It is also important to respond in detail. Only with your personal attention will you encourage active subscribers and show that commenting on your posts is great.

The rule for owners of jewelry stores and any other commercial Instagram accounts is to respond to all comments. The details of the response to the comment should correspond to the received comment. In response to a smile, you can simply put it too. We also respond to the expanded comment in a detailed way.

Be attentive to your subscribers, respond to all the comments of your potential customers.

## Reply to direct messages

A direct message for an Instagram store is the main harbinger of a future purchase. If you didn't respond in DM, you lost the sale.

Excuses like "Oh, I forgot", "Oh, I missed", "Oh, I didn't notice" don't work. You can't do that. If your main sales channel is a jewelry store on Instagram, then you should be ready to regularly give feedback to your customers and answer as quickly as possible all the questions that are asked to you. The exception is that you are sleeping.

Do not forget that many messages without explicit notification get into "Requests".

The speed of your reaction to the client's question shows your professionalism. The speed and quality of the response directly affect the customer's desire to buy something in your store.

## F.A.Q. & Saved replies

When your jewelry store on Instagram is gaining popularity, a fairly large pool of questions is formed that customers are constantly asking: about delivery, payment, return conditions, the quality of jewelry, and so on.

To immediately understand the scope and topics of the main issues, go to the "Glozzo" website in the "About products" or "About delivery" section. There you will see answers to the most frequent customer questions that you can copy and adapt to your specifics.

I have already told you about the pinned post, with which you can conveniently organize the information needed by customers.

Even if you write down all the information in the menu or in the posts, you will still be asked the same questions in the DM. Instagram has a cool feature for quick answers. You can add saved replies to frequently asked questions in business settings of profile.

For each saved reply you set a shortcut, by entering which you can send a message.

For example, in a saved reply you can describe in detail the terms of delivery and specify the keyword "deliv". Now, when you enter the word "deliv" in direct messages, you will be able to insert a saved message with detailed delivery conditions.

## Haters & trolls

One of the features of social media sales is an open opportunity to comment on your posts without restrictions. Unscrupulous people use this opportunity.

Trolls are users who have decided to drink your blood using your openness.

A troll can simply be a mentally ill person. Or a person who is bored and has nothing to do. They can be a bored teenager, your competitor, and so on.

How to deal with trolls on Instagram costume jewelry store? Is it worth answering, arguing with them, or conflicting?

No, it's not worth it. Troll is not your customer. Once you see a troll, block it and forget.



## Negative reviews

Sooner or later, even the best jewelry store gets negative reviews. Starting a business, be prepared for the fact that sometimes not everyone will be satisfied with your work.

Negative reviews can be sent by personal message, or expressed by the buyer publicly. A sign of professionalism is that the store works with dissatisfied customers in the same way, regardless of the publicity of the claim.

In my blog, books, YouTube channel, I talk about the principles of working with customers of the jewelry store. When working with negative reviews, it is important to remember them.

Firstly, we always look for the reasons for customer dissatisfaction in ourselves. We always take 100% responsibility for the fact that the customer is disappointed. This immediately excludes reasoning about whether the review is fair or unfair.

Secondly, we trust the customers. Sometimes the seller turns on a defensive reaction. "This can't be happening," the entrepreneur thinks and begins to suspect the client of stupidity or attempts to manipulate. The only correct reaction is to believe the customer and try to take his place, to build a sensual picture of the buyer's world.

Offer sincere apologies. To do this, first achieve a complete understanding of the client's feelings within yourself. Express your understanding of the client's indignation, go to his side.

Offer a solution to the problem at your own expense. Make the solution as simple and fast as possible for the client.

If you have received a negative review, considered it unfair and you are overwhelmed with indignation — this is a defensive reaction. This is subconscious trying to shift responsibility for the problem to the client. Never respond in this state. Wait for this emotion to leave, then the constructive will wake up in you.

Another kind of defensive reaction is fear and the desire to hide in a corner, to hide from this situation. Such a reaction is characteristic of hyper-responsible people. One-time public negative reviews have no fundamental affect on business. Take a break, calm down. Accept for yourself that you still need to

answer. And know that taking a position and protecting the interests of the client will only warm up your relationship as a result of this situation.

Let's return to the issue of price and markup. The marginality of goods should allow you to solve customer problems quickly and at your own expense. It would be impossible to do by selling cheap jewelry. But we sell premium jewelry, don't we?

With an attentive approach to the client, a public negative review will be an excellent opportunity to show the public your professionalism and responsibility, as well as make your relationship with a previously dissatisfied client warmer.

Often the most loyal customers are customers who have encountered a one-time problem in the store, provided it is quickly and professionally solved.

# Plagiarism

With the growing popularity of my company "Glozzo", dozens of "non-real stores" began to appear on Instagram, copying our name. Considering that our brand is an officially registered trademark, the plagiarists also violated my intellectual property rights.

If your business is going the right way, then sooner or later you will face attempts to copy you. I will share my view on this situation.

Creation is one of the most important functions of the entrepreneur.

How to identify a worthless entrepreneur in a second? How do I find out who will close down in a couple of months after starting a business?

Just look at the title. If it is clumsily copied in the hope of getting something on the popularity of another, then this is a sure sign of an inability to create a new one. And a sure sign that the business of such a plagiarist does not have long to live.

And how to define a successful business? That's right: if they are constantly trying to copy a business, then such business is healthy and prosperous.

And now enter "Glozzo" in the Instagram search. You will find one cool business and dozens of losers.

Treat copying with enlightened calmness. Those who have not come up with anything better than just copying you are not capable of harming you.

## Why are there no sales?

What if there is a gorgeous Instagram account, but there are no sales?

The account is beautiful, stylish pictures and videos are published, and everything looks just delicious. But 1-2 likes are visible under the posts, there are no sales.

Lack of promotion is usually one of the most important mistakes I meet with the owners of the jewelry store on Instagram.

And this is a very important point that I want to draw your attention to.

There are two main sources of sales in our jewelry business, two types of energy.

The first is the assortment. And we know that jewelry is the business in which the client appreciates the wide variety of the assortment.

The second very important source of sales is promotion or traffic. If there is a product, no matter how wonderful it is, and there is no traffic, no promotion, there will be no sales and there is no need to wait for them!

If you take an offline business, a traditional retail store, then the traffic issue is solved at the stage of choosing a location. When we chose a good, passable place where our target audience is, the traffic issue as a whole has been resolved.

When we talk about Instagram sales, the traffic issue arises after the account is created. And it is the owner's daily job to create a flow of customers. While there is no promotion being done, there is no point in counting on Instagram sales. Without traffic it makes no sense to improve content or jewelry presentation, playing with prices or looking for the cause in assortment.

The purpose of this chapter is to remind you again towards the end of the book about the importance of promoting your jewelry store on Instagram.

## Likes or sales?

What mistake do entrepreneurs who start their way make? They look at other accounts with large numbers of subscribers and decide to cheat the first 100 or 1000 subscribers.

Because someone said that there must be a lot of followers. Someone said that you definitely need to get likes so that others will like. Someone said that it is necessary to fill the comments with bots.

You've probably seen stores where the post was made 5 minutes ago and there are already 500 paid bots comments?

Let me remind you, sales are brought by delicious assortment and commercial traffic. These are two components of success.

Imagine how much effort it takes for a novice entrepreneur to figure out the way to wind up bots for himself. It takes a lot of energy. The focus of attention is shifting to a fruitless task. Fundamentally it gives nothing to business.

Instead of spending an effort on bots it is easier just to contact an advertising specialist or order a story from a blogger. These actions are technically more simple and bring much more benefits.

Therefore, the most important thing is not to perform ritual actions, not to chase the displayed number of likes and subscriptions, but to chase real people's interest and sales.

And sales are made by sought-after product and commercial traffic.

I know stores that actually sell. And so you go into such accounts and what's there? There is no mountain of comments, cheated likes. And these stores sell a lot.

Therefore, the visibility that we often chase sometimes has nothing to do with the internal content and real success.

Sometimes the right action is performed dozens of times easier than the wrong one.

# Gradual movement

I want to share with you my favorite scheme for starting a business. It seems to me that this method will provide the easiest and most comfortable transition to your own business.

This approach works great with costume jewelry and in other markets. That means that it is universal. People who have applied it, as a rule, build the most long-term and stable business. And the future size of the business depends on the desire to grow and ambitions, and not on chance.

In my opinion it is not necessary to start a business with jewelry from a full-fledged store or an online store. First you need to sell jewelry without an online store and a store in general.

"Sell to whom?" – you ask. Friends, colleagues, the target audience within your environment. And when you feel the demand and the real customers needs, then move on to more expensive steps.

It's very easy to get started and try. To do this, you do not need to quit your job, give up everything. It is enough to buy a small wholesale supply of jewelry. You get not just a product, but an opportunity to try without consequences a new lifestyle, a new social role.

And it's not just a new way of life. This is an opportunity to fulfill many of your dreams. Find more free time, stop depending on the boss. Finally, significantly increase your income and improve the well-being of your family.

Gradual but continuous movement is the basis of business success. If you want to burn out, act rashly. If you want to succeed, take small steps. But the main thing is regularity!

And what do you think is better – to start a big business right away, take out loans or risk your own money? Or move gradually and increase investments in the business only as it grows? What is closer to you?

Write to me!

# Thank you for reading my book!

Subscribe to my Instagram account and share your opinion about the reading.

My account: [@alex\\_bondar\\_07](#)

# Glozzo wholesale costume jewelry

Since 2008, we have been successfully helping our wholesale customers to start their costume jewelry businesses in Russia and countries of the former USSR.

In 2022 we opened an international office in Thailand to provide Clients from all over the world with our top-quality products and thoughtful service.

## High-quality materials

Jewelry "Glozzo" can be proudly sold at a high price.

We use only premium materials:

- three layer 18-karat gold stainless steel,
- 925 sterling silver plated brass,
- diamond-shine cubic zirconia crystals.

Selling jewelry of such quality, you will enjoy the business and the smiles of your grateful customers!

## Glozzo jewelry doesn't tarnish

Our stock and office are in hot Thailand. That's why our jewelry truly resists the burning sun and salty oceanic water.

Jewelry by Glozzo doesn't tarnish or fade. The plating is long lasting. It will make your customers happy for a long time!

## Safe costume jewelry

Our jewelry is made of hypoallergenic alloys. It is nickel free.

My wife and my two daughters use our jewelry, take a shower, swim, stay in the sun - there is no fading, the plating stays as is.

And of course Glozzo jewelry is hypoallergenic and totally safe. How else? After all, my children use and love our jewelry!



## Selected costume jewelry for premium boutique

We have our own branded collections of accessories that will make you stand out from the competition.

Each collection has its own style, character and mood.

With your order you'll receive a colorful brandbook with a presentation of all our actual collections.

## Own warehouse

We work only with our own warehouse, unlike many well-known cheap intermediary online stores who only aggregate all the junk jewelry photos from Chinese websites without any quality control.

Our own warehouse is a guarantee for you, that you will receive:

- selected high quality jewelry;
- exactly the items you ordered;
- fast shipping within one working day.

## Free shipping worldwide

We have different shipping options: fast postal service (USPS, UPU), EMS, UPS, DHL, etc.

For all orders greater than \$300 we provide options of free shipping methods within 2 weeks worldwide.

## Return without money burned

If we made a mistake, then we are responsible for it.

In case of defects you will not need to return the defective items. Just send a photo on our WhatsApp - we will make an immediate refund.

## Guarantee for your retail customers

If your retail customer complains to you on jewelry quality, then we will also make a refund for you absolutely free of charge. To do this, it is also enough to send us a photo.

## Secure payment methods

We accept payment via Stripe and PayPal services, which are popular all over the world.

To join these services we've passed a serious security check.

This guarantees the safety of your funds and the reliability of Glozzo Limited Company.

## Comprehensive support

We provide support to aspiring entrepreneurs in the costume jewelry market.

We provide a lot of useful articles and videos, free webinars and free business courses for costume jewelry sellers.

We produce and share free training materials in various areas connected with costume jewelry selling: online & offline, Instagram, Amazon, Etsy and other marketplaces.

I always personally stay in touch with you on my social accounts.

## Caring managers

The main priority of our store is taking care of you!

We do everything so that you not only buy jewelry and accessories, but get positive emotions!

Our whole team loves their work very much, we put our soul into the work.

Perhaps that is why we receive such warm reviews from our customers every day.

## Top 2% of manufacturers from all over the world

According to statistics, our jewelry is included in 2% of the highest quality jewelry in the world. The highest quality of jewelry is appreciated by the wealthiest and most sophisticated buyers.

For years in this business we have learned everything about costume jewelry. When forming the assortment, we have reviewed and tested the quality of

more than 200 manufacturers around the world. And we selected only the best collections to offer our customers.

## Up to 350% retail markup

Wholesale Customers value us for the quality, professionalism and high profitability of products.

For every item in the catalog we specify the recommended retail price. We recommend but not limit - you may set any retail price you consider proper.

Our recommended prices have been worked out by many years of practice and therefore help to sell costume jewelry successfully.

## New items every day

Every day we update the assortment and sell only the most up-to-date jewelry collections.

Follow the link for daily updates: <https://glozzo.store/new-arrivals/>

## Stylish packaging without the brand

Our jewelry comes in a beautiful package. You can offer our products to clients right away after receiving the supply.

There is no indication of the name "Glozzo" on the packaging – you will not show your supplier to customers and competitors.

A branded colorful booklet with a description of brand collections is attached to the order, also without specifying the name of the supplier.

## Sell under your own brand

We do not restrict in any way the right of our Customers to sell jewelry under their own brand.

## Sell on marketplaces (Amazon, Etsy, etc.)

We do not sell on marketplaces ourselves. This is done by our wholesale Customers and only under their own brands.

You can use our photos, videos and text materials without restrictions.

## Getting started is easy

Go to the website [glozzo.store/wholesale-us.html](https://glozzo.store/wholesale-us.html) and register to get access to the wholesale catalog. Our managers will be happy to help you decide on the assortment and answer all your questions!

I wish you and your business all the best!